

09-10-1999



101141686

TRADEMARK

SEP 7

9/7/99

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID # _____

Correction of PTO Error
Reel # _____ Frame # _____

Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger Change of Name

Other _____

Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Pro Finish U.S.A., Ltd., Inc.

Execution Date
Month Day Year
08251999

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Arizona

Receiving Party

Mark if additional names of receiving parties attached

Name Styling Technology Corporation

DBA/AKA/TA _____

Composed of _____

Address (line 1) 7400 East Tierra Buena Lane

Address (line 2) _____

Address (line 3) Scottsdale
City

AZ
State/Country

85260
Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

09/09/1999 NTWAI1 00000220 75445101

01 FC:481 40.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/445,101"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

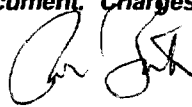
Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

John Burton, Esq.



9/1/99

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

WHEREAS, PRO FINISH U.S.A., LTD., INC., a corporation of the state of Arizona, having an address at 7860 E. McClain Drive #2, Scottsdale, Arizona 85260 ("Assignor"), is the owner of U.S. serial no. 75/445,101, for the Trademark "IDENTICALS" (hereinafter "Trademark");

AND WHEREAS, STYLING TECHNOLOGY CORPORATION, a corporation of the state of Delaware, having an address at 7400 East Tierra Buena Lane, Scottsdale, Arizona 85260 ("Assignee"), is desirous of acquiring the above-referenced Trademark, together with the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest of Assignor in and to the Trademark, in the United States and throughout the world, and all of the goodwill of the business connected with and symbolized by said Trademark, including, but not limited to, the right to use the Trademark and to file for registration thereof in all countries throughout the world and the right to recover damages for past infringement, if any;

ASSIGNOR AND ASSIGNEE hereby represent, as required by 15 U.S.C. § 1060, with respect to the Trademark, that Assignee is the successor to the business of Assignor, or the portion thereof to which the mark pertains, if that business is ongoing and existing;

ASSIGNOR further agrees to perform any acts, including but not limited to the execution of documents, necessary to perfect ASSIGNEE's interest in the Trademark;

ASSIGNOR further agrees to identify and communicate to Assignee, at Assignee's request such documents and information concerning the Trademark, and concerning any other trade and/or service marks not specifically enumerated herein which are owned and/or used by Assignor, that are within the possession and control of Assignor, and to provide further assurances and testimony on behalf of Assignee that may lawfully be required of Assignee in respect to maintaining the rights in the Trademark, all without further consideration;

IN WITNESS WHEREOF, this Assignment has been executed below:

Assignor: PRO FINISH U.S.A., LTD., INC.

This 22nd day of August, 1999,

R. E. Smith, President & CEO

Name: R. E. Smith

Title: President and CEO

Assignee: STYLING TECHNOLOGY CORPORATION

This 25th day of August, 1999,

Michael L. Kaplan

Name: Michael L. Kaplan

Title: Executive Vice President